



ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 9,505 supplement users explores consumers' perceptions of the brands, products and merchants they use, as well as their usage of specific types of supplements. In addition to the 100+ page Brands and Merchants Analyses Report, customized analyses of single brands, products, and merchants are available.

Brands & Merchants Analyses Report (2017) -- Including Supplement Usage Analysis

The purpose of the report is to show how consumers rate the leading brands and merchants of supplements and which supplements are purchased by these consumers. Each of the leading brands and merchants is compared.

Brands Covered (Sample size per brand of 95 to 2287 respondents)

▪ 21 st Century	▪ Ester-C	▪ Nature's Answer*	▪ Solaray
▪ Advanced Bionutritionals	▪ Gaia Herbs	▪ Nature's Bounty	▪ Solgar
▪ Align	▪ Garden of Life	▪ Nature's Life	▪ Source Naturals
▪ Allergy Research Group	▪ GNC	▪ Nature's Plus	▪ Spectrum
▪ American Health*	▪ Healthy Origins	▪ Nature's Sunshine*	▪ Spring Valley
▪ Andrew Lessman (Pro Caps)	▪ Himalaya Herbal Healthcare USA	▪ Nature's Way	▪ (Wal-Mart)
▪ Barlean's	▪ Integrative Therapeutics	▪ New Chapter	▪ Standard Process
▪ Bausch & Lomb	▪ Jamieson (Canada)	▪ Nordic Naturals	▪ Stop Aging Now (SAN)
▪ Bayer	▪ Jarrow	▪ NOW Foods	▪ Sundown
▪ Biotics Research	▪ Juice Plus*	▪ Nutrex*	▪ Swanson
▪ BioTrust	▪ Julian Whitaker	▪ Nutricology	▪ Terry Naturally (Euro Pharma)
▪ Bluebonnet	▪ KAL	▪ Nutrilite (Amway)	▪ Thorne Research
▪ Bulk Supplements	▪ Kirkland (Costco)	▪ One-A-Day	▪ Trader Darwin (Trader Joe's)
▪ Caltrate	▪ Klaire Labs	▪ Optimum Nutrition	▪ TruNature (Costco)
▪ Carlson Labs	▪ Kroger	▪ Organic India	▪ Twinlab
▪ Centrum	▪ Kyolic/Kyo-Dophilus (Wakunaga)	▪ Ortho Molecular	▪ Up & Up/ (Target)
▪ Citracal	▪ Life Extension	▪ Osteo Bi-Flex	▪ USANA
▪ Cosamin*	▪ MegaFoods	▪ Piping Rock	▪ Vitacost
▪ Country Life	▪ MegaRed	▪ Planetary Herbals	▪ Vitafusion
▪ Culturelle	▪ Member's Mark (Sam's Club)	▪ Pure Encapsulations	▪ Vitamin Shoppe
▪ CVS	▪ Metagenics	▪ Puritan's Pride	▪ Vitamin World
▪ Designs for Health	▪ Move Free	▪ Purity Products	▪ Viva Labs
▪ Doctor's Best	▪ MRM (Metabolic Response Modifiers)*	▪ Qunol	▪ Walgreens (Finest Nutrition)
▪ Douglas Laboratories	▪ Natrol	▪ Rainbow Light	▪ Webber Naturals (Canada)
▪ Dr. David Williams	▪ Natural Factors (Canada)	▪ Renew Life	▪ Weil (Andrew Weil, M.D.)
▪ Dr. Mercola	▪ Natural Factors (U.S.)	▪ Reserveage Nutritionals	▪ Whole Foods
▪ Dr. Sinatra	▪ Nature Made	▪ Rite Aid	▪ Xymogen
▪ Enzymatic Therapy		▪ Schiff	
▪ Enzymedica		▪ Shaklee	
▪ Equate (Wal-Mart)		▪ Simply Right (Sam's Club)	

*Not included in all brand-related topics in report due to sample size below 95 responses on some questions.

Merchants Covered (Sample size per merchant of 99 to 2404 respondents)

▪ Amazon.com	▪ Local Health Food Store	▪ Stop Aging Now (SAN)
▪ BioTrust	▪ Local Pharmacy	▪ Swanson
▪ BJ's	▪ Local Supermarket	▪ Target
▪ Costco	▪ LuckyVitamins.com	▪ Thorne Research
▪ CVS	▪ Mercola.com	▪ Trader Joe's
▪ Dr. Sinatra.com	▪ Natural Grocers	▪ USANA
▪ eBay	▪ Publix	▪ Vitacost.com
▪ GNC	▪ Pure Encapsulations	▪ Vitamin Shoppe
▪ Healthcare Practitioner's Office	▪ Pure Formulas	▪ Vitamin World
▪ iHerb.com	▪ Puritan's Pride	▪ Walgreens
▪ Kroger	▪ Rite Aid	▪ Walmart
▪ Life Extension	▪ Sam's Club	▪ Whole Foods
▪ Local Co-Op	▪ Sprouts Farmer's Market	

Supplements Categories Covered (Including brand-specific satisfaction ratings for those in **bold**)

Aloe, Amino Acids, Astaxanthin/Zeaxanthin, B Vitamins, **Calcium**, Cholesterol Lowerers (Sterols/Stanol/Betasitosterol), Cinnamon, Cocoa Flavanols, **CoQ10**, Cranberry, Curcumin/Turmeric, Digestive Enzymes, Echinacea, Fiber, **Fish Oil/Omega-3s**, Flaxseed/Other Oils, Garlic, Ginseng, **Glucosamine/Chondroitin**, Green Tea/Extract, Iron, L-Arginine, Magnesium, Melatonin, Menopause Supplements, Memory (Ginkgo, Huperzine A), Milk Thistle, **Multivitamins**, Niacin, Nutrition/Protein Bars, Nutrition/Protein Drinks/Shakes/Powders, Plant Sterols/Stanol, Potassium, **Probiotics**, Red Yeast Rice, **Resveratrol**, Rhodiola, Saw Palmetto, Sexual Enhancement Supplements, Sports Supplements, St. John's Wort, Super Fruits, Valerian, Vascular Support (OPCs), Vision Support (Lutein/Zeaxanthin), Vitamin A/Beta-carotene, Vitamin C, Vitamin D, Vitamin E, Vitamin K, Weight Loss, and Zinc.

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ConsumerLab.com Survey of Vitamin and Supplement Users Brands and Merchants Analyses Report (2017) - Contents

<p>Brand Analyses:</p> <ul style="list-style-type: none"> ▪ Introduction to Brand Analyses ▪ Popularity of Brands (155) in Survey ▪ The Top Brands (106) of Supplements ▪ Overall Consumer Satisfaction with Top Brands ▪ Consumer Satisfaction with Key Aspects of Top Brands ▪ Satisfaction with <i>Types of Supplements by Brand</i> <p>Merchant Analyses:</p> <ul style="list-style-type: none"> ▪ Introduction to Merchant Analyses ▪ Where Consumers are Buying Supplements ▪ Popularity of Merchants (99) in Survey ▪ The Top Merchants (38) of Supplements ▪ Overall Consumer Satisfaction with Top Merchants ▪ Consumer Satisfaction with Key Aspects of Top Merchants <p>Analyses of most brand and merchant results by consumer age, gender and total daily supplements used.</p> <p>Supplement Usage Analysis:</p> <ul style="list-style-type: none"> ▪ Specific Types of Supplements Purchased ▪ Analyses by total daily supplements used, age, and gender <p>Appendix:</p> <ul style="list-style-type: none"> ▪ Methodology ▪ Respondent Demographics and Supplement Usage 	<p>LIST OF FIGURES AND TABLES</p> <p>Fig. 1: Popularity of supplement brands (155 brands)</p> <p>Fig. 2: Consumer overall satisfaction with their supplements (% highly satisfied) (Top 106 brands)</p> <p>Fig. 3: Consumer satisfaction with supplement availability</p> <p>Fig. 4: Consumer satisfaction with supplement prices</p> <p>Fig. 5: Consumer satisfaction with supplement quality</p> <p>Fig. 6: Consumer satisfaction with supplement value</p> <p>Fig. 7: Consumer satisfaction with supplement customer service</p> <p>Figs. 8 - 11: Types of supplements purchased – most popular as well as analyses by total number purchased, age, and gender</p> <p>Figs. 12 - 19: Consumer satisfaction with <i>type of supplement by brand</i> for Calcium, CoQ10, Fish Oil, Glucosamine/Chondroitin, Multivitamin, Probiotic, Resveratrol and Vitamin D</p> <p>Fig. 20: Types of merchants consumers use</p> <p>Fig. 21: Types of merchants consumers use – by number of supplements used</p> <p>Fig. 22: Types of merchants consumers use – by age</p> <p>Fig. 23: Types of merchants consumers use – by gender</p> <p>Fig. 24: Popularity of merchants consumers use (99 merchants)</p> <p>Fig. 25: Consumer overall satisfaction with merchants (% highly satisfied) (Top 38 merchants)</p> <p>Fig. 26: Consumer satisfaction with merchant's product selection</p> <p>Fig. 27: Consumer satisfaction with merchant's prices</p> <p>Fig. 28: Consumer satisfaction with merchant's information about products</p> <p>Fig. 29: Consumer satisfaction with merchant's customer service</p> <p>Fig. 30: Consumer satisfaction with merchant's speed of delivery</p> <p>Fig. 31: Consumer satisfaction with ease of returning product</p> <p>Tables 1 - 6: Consumer satisfaction with brands: <i>all</i> responses for topics in Figs. 2 – 7</p> <p>Tables 7: Consumer satisfaction with brands by 1) daily usage, 2) age and 3) gender for topics in Fig. 1</p> <p>Tables 8 - 15: Consumer satisfaction with type of supplement by brand: <i>all</i> responses for those in Figs. 12 -19.</p> <p>Tables 16 - 22: Consumer satisfaction with merchants: <i>all</i> responses for topics in Figs. 24 – 30</p> <p>Tables 23: Consumer satisfaction with merchants by 1) daily usage, 2) age and 3) gender for topics in Fig 23</p> <p>Tables 24 - 26: Respondent demographics by 1) supplements taken per day, 2) age and 3) gender</p>
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Single Brand or Merchant Analysis – Contents

Customized reports further analyzing a specific brand, merchant, or supplement type are available and include the following:

<p>For Specific Brand or Merchant:</p> <ul style="list-style-type: none"> ▪ Brands Used in Combination with this Brand or Merchant ▪ Types of Merchants Used by Customers ▪ Specific Merchants Used by Customers ▪ Consumer Demographics (Age & Gender) ▪ Number of Supplements Used Daily 	<p>LIST OF FIGURES AND TABLES:</p> <p>Fig. S-1: Brands used by customers</p> <p>Fig. S-2: Types of merchants used by customers</p> <p>Fig. S-3: Specific merchants used by customers</p> <p>Table S-1: Customer supplement usage – By age and gender</p> <p>Table S-2: Customer age – By usage and gender</p> <p>Table S-3: Customer gender – By usage and age</p>
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